



WTIC-TV

## ORDER

Print Date 09/18/12

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Flight Dates 09/19/12-09/25/12

Contract / Revision 388132 /

Original Date / Revision  
09/18/12 09/18/12

Advertiser Democratic Senatorial Camp

Agency Great American Media

Buying Contact

3050 K St NW  
Washington, DC 20007

Product

DSCC-IE

Agency Com 15%

Billing Contact

3050 K St NW  
Washington, DC 20007

Sales Office TWDC

Sales Region National

Agency Ref

Order Sep 00:15:00

Estimate # 1761

Alt Order # 06321269

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL ISSUE

Product Codes PL2

Priority 02

Advertiser Ref

Primary Account Executive  
Jordan Johannessen

Account Executive	Order%	Start Date	End Date
Jordan Johannessen	100%		

Order Share 15% Market Value 90833

Competing Station	% of Order	Amount
2WCCT	1%	908
3WFSB	44%	39966
4WVIT	18%	16350
5WTNH	22%	19983
6WCTX	%	0
7CABL	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	40	\$11,581.25	\$13,625.00	0.00	08/27/12	09/25/12	40	\$11,581.25	\$13,625.00
Totals	40	\$11,581.25	\$13,625.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	61	09/19/12	09/21/12	M-F 1p-2p M-F 1p-2p	CM	1p-2p	-- WTF--	:30	3	\$150.00	02	0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/17/12	09/23/12	-- WTF--		3		\$150.00		0.00					
E 2	61	09/19/12	09/21/12	M-F 2p-3p M-F 2p-3p	CM	2p-3p	-- WTF--	:30	3	\$150.00	02	0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/17/12	09/23/12	-- WTF--		3		\$150.00		0.00					
E 3	61	09/19/12	09/21/12	M-F 5p-6p M-F 5p-6p	CM	5p-6p	-- WTF--	:30	3	\$275.00	02	0.00	NM	3	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/17/12	09/23/12	-- WTF--		3		\$275.00		0.00					
E 4	61	09/19/12	09/21/12	M-F 6p-630p M-F 6p-630p	CM	6p-630p	-- WTF--	:30	3	\$400.00	02	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/17/12	09/23/12	-- WTF--		3		\$400.00		0.00					
E 5	61	09/19/12	09/21/12		CM	7p-730p	-- WTF--	:30	3	\$600.00	02	0.00	NM	3	\$1,800.00



WTIC-TV

Print Date: 09/18/12

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Contract / Revision **388132** Flight Dates **09/19/12-09/25/12**

Hiatus Dates

Original Date / Revision 09/18/12/ 09/18/12

Order Sep 00:15:00

Advertiser **Democratic Senatorial Carr** Product **DSCC-IE**Estimate # **1761**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 7p-730p											
				M-F 7p-730p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-- WTF--	3		\$600.00		0.00						
E 6	61	09/19/12	09/21/12	M-F 7a-8a	CM	7a-8a	-- WTF--	:30	3	\$250.00	02	0.00	NM	3	\$750.00
				M-F 7a-8a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-- WTF--	3		\$250.00		0.00						
E 7	61	09/19/12	09/21/12	M-F 730p-8p	CM	730p-8p	-- WTF--	:30	3	\$700.00	02	0.00	NM	3	\$2,100.00
				M-F 730p-8p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-- WTF--	3		\$700.00		0.00						
E 8	61	09/19/12	09/21/12	M-F 8a-9a	CM	8a-9a	-- WTF--	:30	3	\$200.00	02	0.00	NM	3	\$600.00
				M-F 8a-9a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-- WTF--	3		\$200.00		0.00						
E 9	61	09/24/12	09/25/12	M-F 1p-2p	CM	1p-2p	MT-----	:30	2	\$150.00	02	0.00	NM	2	\$300.00
				M-F 1p-2p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	MT-----	2		\$150.00		0.00						
E 10	61	09/24/12	09/25/12	M-F 2p-3p	CM	2p-3p	MT-----	:30	2	\$150.00	02	0.00	NM	2	\$300.00
				M-F 2p-3p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	MT-----	2		\$150.00		0.00						
E 11	61	09/24/12	09/25/12	M-F 5p-6p	CM	5p-6p	MT-----	:30	2	\$275.00	02	0.00	NM	2	\$550.00
				M-F 5p-6p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	MT-----	2		\$275.00		0.00						
E 12	61	09/24/12	09/25/12	M-F 6p-630p	CM	6p-630p	MT-----	:30	2	\$400.00	02	0.00	NM	2	\$800.00
				M-F 6p-630p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	MT-----	2		\$400.00		0.00						
E 13	61	09/24/12	09/25/12	M-F 7p-730p	CM	7p-730p	MT-----	:30	2	\$600.00	02	0.00	NM	2	\$1,200.00
				M-F 7p-730p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	MT-----	2		\$600.00		0.00						
E 14	61	09/24/12	09/25/12	M-F 7a-8a	CM	7a-8a	MT-----	:30	2	\$250.00	02	0.00	NM	2	\$500.00
				M-F 7a-8a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	MT-----	2		\$250.00		0.00						
E 15	61	09/24/12	09/25/12	M-F 730p-8p	CM	730p-8p	MT-----	:30	2	\$700.00	02	0.00	NM	2	\$1,400.00
				M-F 730p-8p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	MT-----	2		\$700.00		0.00						
E 16	61	09/24/12	09/25/12	M-F 8a-9a	CM	8a-9a	MT-----	:30	2	\$200.00	02	0.00	NM	2	\$400.00
				M-F 8a-9a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	MT-----	2		\$200.00		0.00						
														Totals	40 \$13,625.00